



Canada - Consumer Highlights

Consumer IP Traffic

- In Canada, Consumer IP traffic will grow 2-fold from 2016 to 2021, a compound annual growth rate of 20%.
- In Canada, Consumer IP traffic will reach 4.4 Exabytes per month in 2021, the equivalent of 1 billion DVDs per month, or 1 million DVDs per hour.
- In Canada, Consumer IP traffic was 1.8 Exabytes per month in 2016, the equivalent of 443 million DVDs per month, or 606,383 DVDs per hour.
- Canada's Consumer IP traffic grew 29% in 2016.
- Canada's Consumer IP traffic was 77% of total IP traffic in 2016, and will be 81% of total IP traffic in 2021.

Consumer Internet Traffic

- In Canada, Consumer Internet traffic will grow 3-fold from 2016 to 2021, a compound annual growth rate of 24%.
- In Canada, Consumer Internet traffic will reach 3.4 Exabytes per month in 2021, the equivalent of 854 million DVDs per month, or 1 million DVDs per hour.
- In Canada, Consumer Internet traffic was 1.2 Exabytes per month in 2016, the equivalent of 296 million DVDs per month, or 404,989 DVDs per hour.
- Canada's Consumer Internet traffic grew 38% in 2016.
- Canada's Consumer Internet traffic was 51% of total IP traffic in 2016, and will be 63% of total IP traffic in 2021.

- Canada's Consumer Internet traffic was 67% of Consumer IP traffic in 2016, and will be 78% of Consumer IP traffic in 2021.
- In Canada, 3% of Consumer Internet traffic was mobile in 2016, and 5% of Consumer Internet traffic will be mobile in 2021.

Consumer Fixed Internet Traffic

- In Canada, Consumer fixed Internet traffic will grow 3-fold from 2016 to 2021, a compound annual growth rate of 23%.
- In Canada, Consumer fixed Internet traffic will reach 3.2 Exabytes per month in 2021, the equivalent of 808 million DVDs per month, or 1 million DVDs per hour.
- In Canada, Consumer fixed Internet traffic was 1.1 Exabytes per month in 2016, the equivalent of 287 million DVDs per month, or 392,613 DVDs per hour.
- Canada's consumer fixed Internet traffic grew 37% in 2016.
- Canada's consumer fixed Internet traffic was 50% of total IP traffic in 2016, and will be 60% of total IP traffic in 2021.
- Canada's consumer fixed Internet traffic was 65% of Consumer IP traffic in 2016, and will be 74% of Consumer IP traffic in 2021.

Consumer Mobile Traffic

- In Canada, Consumer mobile data traffic will grow 5-fold from 2016 to 2021, a compound annual growth rate of 38%.
- In Canada, Consumer mobile data traffic will reach 184 Petabytes per month in 2021, the equivalent of 46 million DVDs per month, or 62,978 DVDs per hour.
- In Canada, Consumer mobile data traffic was 36 Petabytes per month in 2016, the equivalent of 9 million DVDs per month, or 12,376 DVDs per hour.
- Canada's Consumer mobile data traffic grew 47% in 2016.
- Canada's Consumer mobile data traffic was 1.6% of total IP traffic in 2016, and will be 3% of total IP traffic in 2021.
- Canada's Consumer mobile data traffic was 2.0% of Consumer IP traffic in 2016, and will be 4% of Consumer IP traffic in 2021.
- Canada's Consumer mobile data traffic was 3% of Consumer Internet traffic in 2016, and will be 5% of Consumer Internet traffic in 2021.

Consumer Internet Video Traffic

- In Canada, Consumer Internet video traffic will grow 3.0-fold from 2016 to 2021, a compound annual growth rate of 25%.
- In Canada, Consumer Internet video traffic will reach 2.6 Exabytes per month in 2021, the equivalent of 660 million DVDs per month, or 903,626 DVDs per hour.
- In Canada, Consumer Internet video traffic was 872 Petabytes per month in 2016, the equivalent of 218 million DVDs per month, or 298,561 DVDs per hour.
- Canada's Consumer Internet video traffic grew 40% in 2016.
- In Canada, Internet video traffic will be 77% of all consumer Internet traffic in 2021, up from 74% in 2016.

- Video exceeds half of Canada's consumer Internet traffic by year-end 2015 or earlier.
- In Canada, 61 billion minutes (115,381 years) of video content will cross the Internet each month in 2021. That's 23,076 minutes of video streamed or downloaded every second.
- In Canada, 53 billion minutes (101,434 years) of video content crossed the Internet each month in 2016. That's 20,287 minutes of video streamed or downloaded every second.
- In Canada, 53 billion minutes of video content crossed the Internet each month in 2016, up from 51 billion in 2015.
- In Canada, Internet-Video-to-TV traffic will increase 3.0-fold between 2016 and 2021.
- In Canada, Internet-Video-to-TV traffic increased 1.4-fold in 2016.
- In Canada, Internet-Video-to-TV traffic will be 35% of consumer Internet video traffic in 2021, from 34% in 2016.

Consumer IP VOD Traffic

- In Canada, Consumer IP VOD traffic will grow 1.6-fold from 2016 to 2021, a compound annual growth rate of 10%.
- In Canada, Consumer IP VOD traffic will reach 963 Petabytes per month in 2021, the equivalent of 241 million DVDs per month, or 329,698 DVDs per hour.
- In Canada, Consumer IP VOD traffic was 588 Petabytes per month in 2016, the equivalent of 147 million DVDs per month, or 201,394 DVDs per hour.
- Canada's Consumer IP VOD traffic grew 15% in 2016.
- Canada's Consumer IP VOD traffic was 26% of total IP traffic in 2016, and will be 18% of total IP traffic in 2021.
- Canada's Consumer IP VOD traffic was 33% of Consumer IP traffic in 2016, and will be 22% of Consumer IP traffic in 2021.